

**National Weather Service
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NEWS

FOR IMMEDIATE RELEASE
June 22, 2004

**LAS VEGAS WEATHER FORECAST OFFICE
LAUNCHES FLASH FLOOD SAFETY CAMPAIGN**

The National Oceanic and Atmospheric Administration's (NOAA) National Weather Service (NWS) in Las Vegas is bringing a comprehensive flash flood safety campaign to its county warning area by using the agency's national slogan, Turn Around, Don't Drown™ (TADD). The TADD campaign is designed to enhance public awareness of the dangers of driving or walking into flooded areas.

As part of the TADD campaign, Lowe's Home Improvement-sponsored NASCAR driver Kyle Busch teamed with the NWS and Las Vegas' KVVU Fox5 News to shoot a TADD public service announcement which will be seen throughout the region this summer.

In the PSA, Busch says, "Some people say driving a race car can be risky, but there's one risk I'd never take on the road. I'd never try to drive my car through flood waters." Busch goes on to state, "If you encounter a flooded roadway, do like the National Weather says and turn around, don't drown."

"In southern Nevada, many people are either unaware, or continue to ignore the risks associated with driving into flood water. Memories of last summer's swift water rescues underscore the need to further educate the public," said Andy Bailey, Warning Coordination Meteorologist at the NWS in Las Vegas.

"It only takes 6 inches of moving water to sweep someone off their feet and 24 inches to float most vehicles," said Kim Runk, Meteorologist in Charge, at the NWS Service in Las Vegas. "People who walk or drive into moving water not only risk their own lives, but also the lives of those who try to rescue them."

Bailey added, "Turn Around, Don't Drown" highlights the number one flash flood safety rule. If people remember and follow this single rule, it will make a huge difference. Through accurate and timely NWS warnings and our aggressive public education efforts, we are working to make swift water rescues and flood related deaths a thing of the past in our area."

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Editor's Note: The NWS in Las Vegas is responsible for forecast and warning services in Mohave County. For additional safety rules, as well as the latest forecasts and warnings, go to their web site at <http://www.wrh.noaa.gov/lasvegas>.